

# Catherine M. Wolinski

Content Strategist Specializing in Beer & Business Writing  
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## FREELANCE WRITING/CONTRACT EXPERIENCE

### **Brokelyn.com, Brooklyn, N.Y.**

(Aug. 2012–Present)

*Staff Writer and Beer Book Contributor/Curator (Freelance)*

- Curated the inaugural [Queens Beer Book](#), promoting beer at 30+ bars, breweries and restaurants
- Composed and edited copy for [Brooklyn Bar Guide](#) (2013, 2014 and 2015) and [Queens Bar Guide](#)
- Awarded “Top Wrangler” for pitching and closing most bars for Brooklyn Beer Book 2015 edition
- Formed partnership with Brooklyn Brewery as official beer sponsor at Brokelyn 5th Anniversary

### **Happy/Happy Any Hour, Happy Labs Inc., Brooklyn, N.Y.**

(Nov. 2014–Feb. 2015)

*Community Manager and Copywriter (Contract)*

- Launched 35% of business partnerships for startup mobile app offering “[happy hour on demand](#)”
- Managed all public relations, social media and bar-app relationships prior to/during NYC launch
- Contributed call-to-action copy and 100+ bar descriptions for display and advertisement in app
- Updated specials/drink offers to reflect changing menus and availability for partner businesses

### **The Pintley Company, Boston, MA**

(Feb. 2014–May 2014)

*Event Host (Temp)*

- Served as New York representative and host for “Rare Beer Launch Parties” organized by [Pintley](#)
- Applied craft beer expertise to announce beers, brewers, run raffles and field attendee questions

### **Freelance Contributor/Copywriter, Brooklyn & New York, N.Y.**

(June 2010–Present)

- Thrillist Media Group, New York, N.Y.
- The Village Voice (Fork in the Road), New York, N.Y.
- Blood, Sweat & Cheers, Brooklyn, N.Y.
- You&Me Concierge (prev. HowAboutWe.com/Couples), Brooklyn, N.Y.
- Zeel.com, New York, N.Y.
- Collective Clicks, Los Angeles, CA

### **Patch.com, America Online, Long Island and Brooklyn, N.Y.**

(June 2010–Jan. 2011)

*News Reporter and Backup Editor (Freelance)*

- Reported hyper-local news for Patch entities in Port Washington, N.Y. and Huntington, N.Y.
- Initiated Patch launch in Bedford-Stuyvesant as appointed Community Listings Coordinator

## FULL-TIME WORK/OFFICE EXPERIENCE

### **Vision Monday Magazine (VM), Jobson Medical Information, New York, N.Y.**

(May 2012–Nov. 2014)

*Associate Editor and Social Media Coordinator (Dec. 2013–Nov. 2014)*

*Assistant Editor (May 2012–Dec. 2013)*

- Refined VM social media strategy, achieving 74% follower growth on Facebook and 200% on Twitter
- Revamped “[CLICK](#)” e-blast and web content covering digital, social, mobile and e-commerce trends
- Established recurring front-of-book features profiling indie retailers and small business best practices
- Produced and contributed weekly *VMail* e-newsletters and daily news content for VisionMonday.com
- Improved company blog and website (copy/video/multimedia) via content management system (CMS)

### **Fox Broadcasting Company, New York, N.Y.**

(Mar. 2011–May 2012)

*Sales Assistant*

- Supported sales team in securing, scheduling and maintaining commercial contracts with advertisers
- Liaisoned communication between ad agency buyers, Fox account executives and traffic coordinators

### **Access Intelligence, New York, N.Y.**

(Dec. 2010–Mar. 2011)

*Editorial Assistant, PR News and Managing Editorial Assistant, min*

- Authored 8 cases for PR News *Top 100 Case Studies of 2010*, profiling major brand PR campaigns
- Produced webpage for *min* 2010 “Best of the Web Awards” (copywriting, editing and image editing)

## EDUCATION

**Binghamton University (SUNY), Vestal, N.Y.**  
Bachelor of the Arts, *Cum Laude* with Honors, English  
Major(s): English, Creative Writing & Global Culture  
Minor: Cinema  
GPA: 3.85

(Aug. 2006–May 2010)

Binghamton University Semester-in-London Program  
Florida State University Centre, London, U.K.  
GPA: 4.0

(Jan. 2008–May 2008)

### Additional Achievements & Associations

- American Homebrewers Association (2015)
- Optical Women's Association (2012–2014)
- Certification in WordPress (Writers Basement) (2011)
- Sigma Alpha Lambda National Leadership and Honors Organization (2006–2010)
- Sigma Alpha Pi National Society of Leadership and Success (2006–2010)
- Girl Scout Gold Award (2006)
- NCTE Promising Young Writer Award (New York State Winner) (2002)